

Subject: DCBID Survey Campaign Phase 2 Estimate

From: Christopher Loos <chris@urbanize.la>

Date: 10/11/2017 10:48 AM

To: Christy Anderson <canderson@downtownla.com>

CC: Julia Marino <JMarino@downtownla.com>, Steven Sharp <steven@urbanize.la>, Nicolas Bruneau <nico@urbanize.la>

Hi Christy,

Here's the package and estimate you requested. Everything is À la carte. We can add/subtract line items to suit your needs and budget.

Type	Product	CPM	Reach	Cost
Sponsored Content	Article on Urbanize LA website	\$15	41,000	\$615
Sponsored Content	Feature on homepage (5 days x \$75/day)			\$375
Email Marketing	Feature in Urbanize Direct newsletter	\$100	2,400	\$240
Social Media	Facebook Post	\$20	6,200	\$124
Social Media	Twitter Post	\$12	4,300	\$52
Social Media	Instagram Post	\$10	9,700	\$97
Total				\$1,503

Article on Urbanize Website (\$615)

As per our discussion, we'd publish an article promoting the survey. It gets its own unique page/URL, and is formatted the same as any other article on the site, with the addition of a small "Sponsored by..." label under the byline ([example](#)). We suggest at least 350 words, and have a limit of 1,200 words. We also require 1 image for the thumbnail and article banner. We can include up to 5 additional images inline in the article as well. Given our typical publishing rate, you can expect the article to remain on the first page of the homepage for 3 to 4 days. After that it will be accessible by clicking the "Load More Articles" link at the bottom of the homepage.

Feature on homepage, 5 days (\$375)

This option pins the article to the top of the feature section of the homepage (just below the top banner ad). We can do this indefinitely at a rate of \$75/day. I picked 5 days as a starting point.

Feature in Urbanize Direct newsletter (\$240)

Your article would be featured at the top of the newsletter (see attached example.) Normally the **Read More** button would link back to the article on our website, but we could alternatively point it directly to your survey landing page.

Social Media - Facebook (\$124), Twitter (\$52), Instagram (\$97)

Similarly, normally we'd link these posts back to the article on our site, but we could link these directly to your survey landing page instead if you wish.

Do you have time for a quick call today to discuss?

Thanks,

Chris

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Chris Loos

Co-founder

chris@urbanize.la

www.urbanize.la

ph. 213.537.2157

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September 27, 2017

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— Attachments: —

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